

## Project Summary: Copper Circle Connections

The Copper Circle Connections: Wayfinding and Signage Project is the result of a multi-entity collaboration to build the region's capacity in economic/community development and cultural/historical preservation. Purposeful Wayfinding strategies combined with a well-branded signage campaign will result in a systematic, visually cohesive, graphic communication system for visitors and residents in the Copper Circle Region. The use of Wayfinding and signage encourages the sense of well-being, safety and security in unfamiliar or stressful environments. Visitors and residents of the area will benefit from this community navigation project. Only those visitors who stop and inquire at businesses or points of interest receive information about the region and that information is not always accurate or positive. This project will address the lack of marketing and information necessary to promote the Copper Circle's numerous assets, points of interest and community services.

### Community Priority and Focus Area:

The Freeport-McMoRan Globe/Miami Community Partnership Panel identified Tourism and Community Pride and Appearance as Focus Areas within Priority #3. They also identified Tourism and Cultural or Environmental Awareness as Focus Areas in Priority #5.

### Need for Project:

Visitors often find navigating new locations difficult and intimidating. There is a lack of visual communication and information through signage throughout the Copper Circle. A visitor's first experience and impression will determine their return and interest in the region.

While each municipality has a logo and in some cases a limited brand, the southern Gila County Region is currently lacking a well-designed brand and logo. Branding a region can be extremely beneficial by creating instant, positive recognition of the history, culture and activities available.

The central location of the Copper Circle generates a tremendous amount of traffic and pass-through visitors. The Arizona Dept of Transportation (ADOT) reports the average daily volume of vehicles along US 60 to be between 12,500 in the west end of Miami to 16,500 at the east end of Globe. The region is lacking in a focused, collaborative strategy to entice pass-through visitors to stop, shop and enjoy the culture and history of the region. Both Globe and Miami have focused on Pass-Through Visitor Services as an economic development strategy. The Copper Circle Connections project provides a collaborative foundation for that strategy and addresses the goals, strategies and actions identified below.

| Community Priority | Focus Area                     | Goal  | Strategy   | Action |
|--------------------|--------------------------------|---|--|--------|
| #3                 | Community Pride and Appearance | Promote Globe/Miami as an interesting and beautiful | -Showcase historic homes, buildings, restaurants |        |

|    |   |  |   |   |
|----|---|--|---|---|
|    |   | place to live,<br>work and play  | -Market<br>community<br>history/culture   |   |
| #3 | Tourism                                   | Make<br>community a<br>destination<br>point  | -Leverage it as a<br>gateway<br>community<br>-Promote hiking<br>biking, outdoor<br>activities |   |
| #5 | Tourism                                   | Promote<br>Globe/Miami as<br>a place where<br>people want to<br>visit, return and<br>stay. | Have<br>information for<br>pass through<br>visitors   | Create QR codes<br>on some Globe<br>and Miami<br>buildings that<br>contain history<br>on<br>buildings/area. |
| #5 | Cultural or<br>Environmental<br>Awareness | Create a<br>regional brand<br>identity unique<br>to Globe/Miami                            | Adopt the Globe<br>and Miami Plans  | Create a<br>community<br>website.   |

#### Project Activities:

The Copper Circle Connections project will use the CPP sub-committees from Priorities 3 & 5 and members of the SGCEDC to act in an advisory and leadership capacity to participate in the following activities:

- Attend two branding/marketing sessions to inform the SGCEDC and Building Communities with information to design and create an instantly recognizable brand for the Southern Gila County Region. This brand will be used on all materials for this project. This brand is also intended to be used by the Southern Gila County Economic Development Corporation and the Globe/Miami Regional Chamber of Commerce to promote and market the region as well.
- Work with the local municipalities, county and state to determine Zones that identify orientation and informational reach, the two key elements that assist a person in finding their way.
- Work with the local municipalities, county and state to determine the location for 8 outdoor "Community Connectors" that will provide area information, direction to points of interest, services and connections within the region. They will be a three-sided kiosk with QR codes and the ability to change the information displayed. They will be placed in gateways to the community and areas with the heaviest pedestrian and vehicle traffic.

- Work with local municipalities, county and state to conduct signage inventories to determine location for 8 outdoor community locators, 30 directional signs, 12 indoor informational kiosks and 10 tradeshow displays to counteract blight in vacant storefront windows.
- Work with political sub-divisions to install the outdoor “Community Connectors” and directional signs.
- Coordinate with local businesses to offer customer service and hospitality training to staff on the Wayfinding and signage project and local attractions.
- Attend regularly scheduled meetings hosted by the SGCEDC to coordinate project related activities.

Members of the Copper Circle Connections advisory committee are:

Donna Anderson – Exec. Director, Gila County Historical Society

Ellen Kretsch – Exec. Director, Globe-Miami Chamber of Commerce

Eric DuFriend – Realtors Association, Oak Realty

Gary Murrey-CEO and GM, Apache Gold Casino

Joanne Zache – SGCEDC – Elder Quality of Life Committee

Karalea Cox – SGCEDC – Contractor, Building Communities

Kip Culver – Exec. Director, Globe Historic Main Street and Cobre Valley Center for the Arts

Malissa Buzan – Gila County Community Services

Susan Hanson – Town of Miami, Genesis

Tim Truett – Chief, Globe Police Dept.

Tom Foster – Exec. Director, Bullion Plaza Cultural Center & Museum

Project Partners:

The Southern Gila County Economic Development Corporation (SGCEDC) is applying for funding and acting as the lead organization for implementing this project. Project partners are:

The City of Globe – Resolution and Commitment to install signage and kiosks

The Town of Miami - Resolution and Commitment to install signage and kiosks

The Apache Gold Casino and Resort - Commitment of cash for signage and kiosks

The Town of Winkelman - Resolution and Commitment to install signage and kiosks

Gila County - Resolution and Commitment to install signage and kiosks

Arizona Department of Transportation - Support and participation in signage and kiosk location

Gila County Historical Museum – Advisory Committee

Globe/Miami Regional Chamber of Commerce – Advisory Committee

Horizon Human Services – Advisory Committee

United Fund – Advisory Committee

The Copper Circle Connection project partners are committed to representation at all project coordination meetings and branding sessions.

#### Target Population:

The Copper Circle Connections Project intends to target traffic and visitors passing through and tourists who are attending events, visiting museums and cultural points of interest within the region. This region includes Globe, Miami, the San Carlos Apache Gold Casino, Winkelman and Hayden. The positively impacted population will be local businesses, and community organizations with additional customers and visitors.

#### Capacity to Implement Project:

The implementation of the Copper Circle Connections project will be a collaborative effort of key stakeholders in the region. Each stakeholder brings an area of expertise, experience, funding and resources to this project. The SGCEDC will have the responsibility of oversight, reporting, implementation, accounting/budgeting and marketing/branding for this project. The SGCEDC has contracted with a professional economic development planning and implementation company, Building Communities to administer the daily operations of the SGCEDC. This contract began January 2, 2014 and will end August 31, 2014. In addition to daily operations, Building Communities has developed a strategic plan with the SGCEDC board to promote job creation and support the region's efforts in economic and community development which includes a branding, marketing and advertising campaign.

The Building Communities team has over 30 years of experience in planning, capacity building, marketing and implementation. They have committed to use that expertise in assisting the SGCEDC in board member training, marketing and branding, the development of a strategic plan with measurable outcomes, building capacity, the updating of existing By-laws and finding and training a professional economic developer who will take the reins of the SGCEDC when the Building Communities team has completed their work. In short, Building Communities is committed to leading the SGCEDC through a transformation process that will leave the organization with the capacity to see this project through completion.

The SGCEDC administers a successful Revolving Loan Program that is currently assisting seven local businesses with business financing. The SGCEDC currently has \$183,000 invested in the community through the Revolving Loan Program.

#### Project Sustainability:

The SGCEDC and the Advisory Committee consider the Copper Circle Connections: Wayfinding and Signage Project to be a foundational project on which additional Wayfinding, signage and marketing can be built upon. This foundational piece is designed to “stand alone” without the need for additional funding in subsequent years. The only anticipated maintenance and operational costs would be the occasional damaged sign or kiosk due to weather, accident and possibly vandalism. The costs are addressed in the project budget.

Maintenance of all signs and kiosks will be a joint effort between the SGCEDC and the political sub-division in which the sign or kiosk is located. The SGCEDC will cover repairs or replacement and the applicable city or the county will provide labor if necessary.

The SGCEDC will continue to work with the advisory committee to keep information updated and current by meeting quarterly to discuss current events and relevancy of information for the time and season. Data collected from QR code scanning will also be collected and reviewed to inform the committee on demographics and placement of information.

#### Community Sustainability

##### Community Capacity (Short-term Impact)

The Copper Circle Connections: Wayfinding and Signage Project will increase capacity in the region and individual communities by informing pass-through visitors and tourists about the cultural, historical and recreational opportunities in the region. Strategic Wayfinding will also help visitors feel comfortable in navigating their way through the region, which will enhance their experience and prompt them to stay longer and return often. This increase in consumer traffic will:

- increase tourist dollars spent in the area
- promote the region's history and culture
- promote interest and credibility to re-locating businesses
- promote community pride

##### Community Sustainability (Long-term Impact)

This project will build stronger, more vibrant and sustainable communities and region by:

- creating a unified look and brand along with consistent and current information
- connect the communities through information and mapping

- address the issue of signage clutter
- increase sales tax revenues for the municipalities
- increase the demand for retail services
- provide a foundation for future marketing and promotion of businesses in the area

Wayfinding also promotes sustainable transportation methods by informing visitors of the public transportation system, bicycle paths, pedestrian walkways and reduces traffic by helping people find their destinations quickly and efficiently.